

## MINUTES FOR ECONOMIC DEVELOPMENT COMMITTEE

December 9, 2014

Called to order at 7:20 p.m.

Present: Lana Razdan, Peter Beacham, Rollyn Hoffman, Rob Liebow, Theresa Scatterday, Suzan Galpin, Steve Attwood

Absent: Jim Cox

Guests: Gary DellaRocco, Lynne Norris, Zenas Seppala

➤ **Minutes of the Meeting of October 14, 2014**

Approved.

➤ **PR Marketing Update**

Warner Communications were present and provided a comprehensive report of activities over the last two months. In particular, Warner has developed a strong pipeline of pending media visits and coverage, and notes exponential growth in the amount of public engagement with the social media platforms that they developed. The company also continues to be involved with several business development initiatives such as EDSAT.

➤ **EDSAT**

In lieu of its normal monthly meeting, the EDC held a meeting, hosted by Rockport Inn and Suites on November 13, where Dr. Bluestone presented the results of the survey that had been completed in the summer and fall. In addition to the committee members, more than 80 citizens were present and participated in the validation of the data that had been collected. Over the winter the data will be analyzed by Dr. Bluestone and his team and a report and further meeting are planned for late March or early April.

➤ **Other Business**

- **Real Estate Questionnaire:** The survey went out on Connect ED and some 250 responses have been received at the Town Administrator's office. A re-launch of the questionnaire is expected to take place in January followed by analysis of the results and a focus group meeting.
- **rockportusa.com:** This website, which is the most visited of all the Rockport websites, is currently run by the Chamber of Commerce. Due to lack of funding, future maintenance and development of this significant asset may be at risk. The item will be placed on the agenda of the February 10, 2015 EDC Meeting, and interested parties will be invited to discuss the issue.
- **Community Preservation Committee:** Rol noted that the CPC has funds available for investment and wondered whether the EDC should provide ideas to the CPC for projects. Many thoughts were tabled but no conclusion reached.
- **EDC Budget:** Lana has indicated to town officials that the committee would like to see its budget returned to full funding in the future.

- **Date of Next Meeting**  
January 13, 2015

The meeting adjourned at 8:20p.m.